EXCLUSIVE ToyFare™ EDITION

G.I. JOE®

COLLECTOR'S GUIDE

[CLASSIFIED]

INSIDE:

- 5 New G.I. Joe Lines Previewed!
- The 8 Steps To Making A Joe!
- The History of G.I. Joe From 1964 To Today!

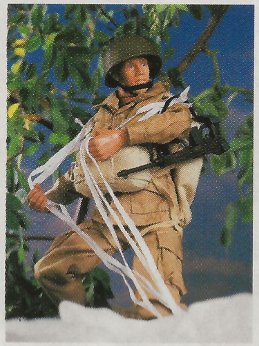
PLUS! G.I. Joe Figures We Wanna See!

YO JOE!

As hard as it might seem to imagine, there was a time before action figures. We don't know what passed for toys back in those dim days, other than rocks and hunks of wood, but one lone warrior changed things forever: G.I. Joe.

With the dawn of G.I. Joe in 1964, the term "action figure" was coined, and the legion of fans that have grown up since then have reaped the benefits. After all, there'd be no Star Wars without G.I. Joe. No Megos, no He-Man, no nothing. G.I. Joe is the pattern from which all other action figures, to a certain extent, were created.

Through the years, we've been regaled with tons of great G.I. Joe toys, and, from the looks of things, 2000 will be no different. So read on for a look at this year's awesome G.I. Joe offerings, as well as a peek behind the scenes at the making of a Joe! Wooo!



ON OUR COVER:

The 12-inch G.I. Joe World War II U.S. Army Airborne at Normandy paratrooper figure touches down after another successful jump, on a background using real flora and fauna! This guy's due in stores this July, complete with a working parachute. Keen!

MASTHEAD

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ADVANCE RECON

Get debriefed on the new G.I. Joe toys for 2000, soldier!

BY CHUNG KIM

When you think 12-inch military action, one line instantly comes to mind: G.I. Joe! Since its introduction in 1964, G.I. Joe has been the 12-inch action figure icon of the American fighting man.

With military toys on the rise, 2000 promises to be a huge year for the venerable G.I. Joe line, and Hasbro stands ready to deliver. Look for a horde of new 12-inch recruits ready for battle this year in various assortments representing World War II to Desert Storm.

You're about to be debriefed with advance classified recon of the upcoming assortments—prepare for battle, troops!

DELTA ASSORTMENT

U.S. MARINE DOG UNIT *Availability: July 2000*

During World War II, some Marines fighting on the front lines of the Pacific Theater gave new meaning to the nickname "Devil Dogs": the USMC War Dogs and their Marine handlers. The USMC War Dog program was the first to focus on using canines in combat situations.

The U.S. Marine comes outfitted in full camouflage, with a rifle, dog harness, message container, K-rations, K-9 rations, three canteens, cartridge belts and, naturally, a Doberman Pinscher.

ECHO ASSORTMENT

WWII U.S. ARMY AIRBORNE NORMANDY FIGURE
Availability: June 2000

One of the distinguished units of World War II during the Invasion of Normandy (D-Day) was the U.S. Army 101st Airborne Division. Their mission? To parachute behind enemy lines in the pre-dawn darkness of D-Day, then disrupt enemy communications and hold enemy reinforcements at bay while the main invasion force hit the beaches.

This toy jumps into action with a real working parachute, helmet with chin strap, M1 carbine with folding stock and two ammo magazines!

DELTA ASSORTMENT

USMC INCHON MARINE *Availability: September 2000*

September 15, 2000, marks the fiftieth anniversary of the Invasion of Inchon, a Korean War military action largely considered to be one of history's strategic masterpieces. This commemorative figure includes a BAR rifle with removable magazine and folding bipod, USMC K-BAR fighting knife with sheath, 2-piece ladder, backpack, entrenching tool with cover, rolled-up camo shelter half, ammo belt with 6 BAR pouches, utility pouch and canteen with cover. Now that's what we call a well-equipped toy!

ECHO ASSORTMENT

TOMB of the UNKNOWN SOLDIER HONOR GUARD
Availability: November 2000

The men and women who stand guard at the Tomb of the Unknown Soldier are hand-picked and rigorously trained. Each soldier must have strong military bearing, discipline and stamina.

Keeping watch over those who made the ultimate sacrifice for their country, the Honor Guard figure is fully decorated with medals, insignia, hat, dickie, necktie, jacket, pants, socks, shoes and belt. Deluxe gear includes M1 rifle, bayonet, scabbard and sunglasses, with a special commemorative package.

ALPHA ASSORTMENT

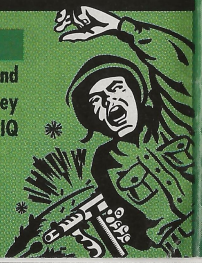
NAVY SEAL w/MINE *Availability: August 2000*

The U.S. Navy SEALs (sea, air, and land) were officially born on January 1, 1962, with President Kennedy doing the honors. Today, the SEALs conduct Naval Special Warfare, which means unconventional warfare, counter-guerrilla and clandestine operations in maritime and river environments.

This figure is ready for covert missions with re-breather scuba gear, an MP-5 submachine gun and an underwater mine for enemy ships or other underwater targets.

10. BAZOOKA

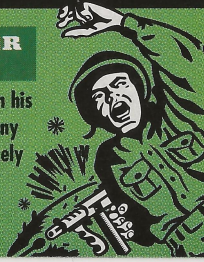
The guy worked with high explosives, and his only protection was a football jersey and a helmet. Good thing there was no IQ test for the Joe team.

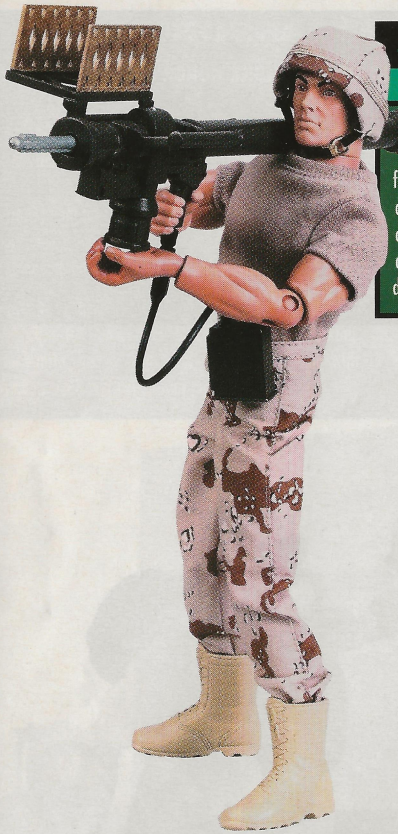


THE TOP 10 G.I. JOES TOYFARE WANTS AS 12-INCH FIGURES
REAL AMERICAN HEROES REVISITED

9. COBRA COMMANDER IN BATTLE ARMOR

In his chrome mask, he was menacing. In his blue hood, he was mysterious. In his shiny battle armor, he was...silly. But less likely to get killed by his own men!





ALPHA ASSORTMENT

DESERT AIR DEFENSE *Availability: August 2000*

The FIM-92A "Stinger" Missile is an agile and portable shoulder-mounted missile system used effectively by U.S. forces during Desert Storm. Ideal against helicopters and fixed-wing aircraft, the missile reaches its target by locking onto the heat exhaust of the targeted aircraft. The Stinger missile is a mainstay of portable air defense for U.S. ground troops. The figure comes dressed with desert camouflage helmet, pants and a tan shirt.

ALPHA ASSORTMENT

MODERN-DAY SHERIFF *Availability: October2000*

Back in the days of the Old West, the local town Sheriff was the law, plain and simple. Today, the modern police force is prevalent, but the local Sheriff still represents the law in smaller counties and municipalities.

The modern-day Sheriff figure is ready for duty with an authentically detailed uniform with black shirt, gray pants, pistol, communication device and molded hat.

ALPHA ASSORTMENT

AIRBORNE RANGER *Availability: October 2000*

The ability to drop in unannounced is what makes the Airborne Rangers so valuable a fighting force. The Airborne Rangers parachute from altitudes up to 40,000 feet and deploy their chutes at altitudes starting at 2,000 feet or lower.

The Airborne Ranger comes equipped with an M-203 grenade launcher with one projectile and outfitted with boots, pants, shirt, and a camouflage cap.

BRAVO ASSORTMENT

VIETNAM JUNGLE RECON SOLDIER *Availability: June 2000*

During the Vietnam War, members of the Long Range Reconnaissance Patrol (LRRP) undertook some of the most difficult duties involving advance reconnaissance and collecting intelligence. They ventured into the deep jungle underbrush, encountering ambushes, booby traps and snipers. Recon soldiers lived moment by moment, facing life and death with every step.

The Vietnam Jungle Recon Soldier toy comes ready for recon duty with a tiger-striped camouflage shirt and pants, jungle boots, beret, machete, canteen, web belt and an M-16 rifle.

8. THE BARONESS

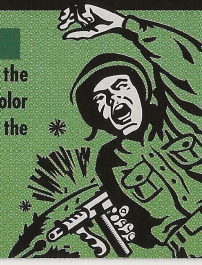
The beauty of the evil COBRA team: those dark eyes, that raven hair, that black bodysuit...Even the laser pistol turned us on a little.

THE TOP 10 G.I. JOES TOYFARE WANTS AS 12-INCH FIGURES

REAL AMERICAN HEROES REVISITED

7. ZARTAN

Master of disguise and leader of the Dreadnoks, this natural actor changed color in the sun, for some reason. Probably all the swamp gas he inhaled.



BRAVO ASSORTMENT

AIR FORCE SPECIAL OPS *Availability: September 2000*

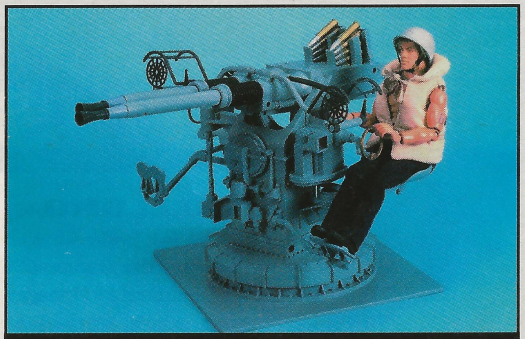
Members of the Air Force Special Ops detachment engage in covert night-time operations by disrupting enemy communications and assaulting fortifications that are impenetrable during daylight.

This Air Force Special Ops member is ready to strike in the dark wearing a night ops outfit, helmet with flip-down night vision goggles and an M-16 rifle with battery-powered simulated night vision scope.

BRAVO ASSORTMENT

ADVENTURES OF G.I.JOE–RESCUE THE PYGMY GORILLA *Availability: September 2000*

Who could possibly resist a playset that revolves around pygmy gorillas? Not us, that's for sure! As with previous Adventures of G.I. Joe sets, Rescue the Pygmy Gorilla comes complete with a Joe figure sporting flocked hair, just like the Adventure Team figures from the '70s. In addition to the figure, the set also comes with a spring-loaded tranquilizer gun, pistol, machete, binoculars and, most importantly, a pygmy gorilla!



FOX TROT ASSORTMENT

NAVY GUNNER w/ TWIN MOUNT ANTI-AIRCRAFT GUN *Availability: July 2000*

During World War II, some of the greatest naval engagements were fought in the Pacific. The primary defense for the warships against air and kamikaze attacks was numerous 40mm guns manned by Navy gunners, who engaged multiple enemy planes before they could deliver their deadly payload of bombs, gunfire and torpedoes.

Hasbro's authentically detailed, mechanized anti-aircraft gun features a reciprocating firing action and adjustable barrel elevation. The soldier is equipped with combat helmet, life jacket, pants and deck shoes.

G.I.JOE CHECKLIST

So now that you've got your sights set on Hasbro's upcoming G.I. Joe offerings, it's time to run and out get all the stuff that's recently been released! Here's a handy checklist to get you started:

ALPHA ASSORTMENT
- ☐ U.S. Army Mortarman with Vietnam Camouflage Kit
- ☐ Urban Camo Infantryman
- ☐ U.S. Army WWII Mine Sweeper
- ☐ U.S.M.C. Grenade Thrower

BRAVO ASSORTMENT
- ☐ U.S. Coast Guard
- ☐ Bomb Disposal Expert

DELTA ASSORTMENT
- ☐ WWII E.T.O. Military Policeman
- ☐ Navajo Code Talker

ECHO ASSORTMENT
- ☐ WWI Doughboy

HASBROCOLLECTORS.COM EXCLUSIVE
- ☐ American Revolution Minuteman

FOX TROT ASSORTMENT

DESERT LIGHT STRIKE VEHICLE (LSV) *Availability: July 2000*

Now this is a classy ride! The Desert Light Strike Vehicles, manufactured by Chenowth of San Diego, Calif., were combat-proven during the Persian Gulf War. They made superb assault and scout carriages for use by special operations forces, including the Delta Force and the Navy SEALs. The LSV is ideal for almost any terrain and is compatible with a huge assortment of weaponry.

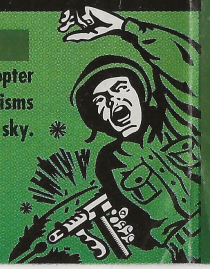
It comes complete with driver outfitted in a desert camouflage uniform, cloth-covered helmet, goggles, sidearm and holster belt with canteen.

THE TOP 10 G.I. JOES TOYFARE WANTS AS 12-INCH FIGURES

REAL AMERICAN HEROES REVISITED

6. WILD BILL

Ol' Bill was the chief Dragonfly helicopter pilot. His down-home Texas mannerisms pegged him as the Joes' cowboy in the sky.



THE TOP 10 G.I. JOES TOYFARE WANTS AS 12-INCH FIGURES

REAL AMERICAN HEROES REVISITED

5. DR. MINDBENDER

A former orthodontist, Dr. Mindbender could electronically control pain. Better than the old manual way, huh?

COVERT OPERATIONS

The Tomb of the Unknown Soldier Honor Guard

BY MARK BELLOMO

How do they make a G.I. Joe?

***ToyFare* went behind the scenes with Product Concepts and Design Manager Steve Wehmeyer, who's worked at Hasbro for 12 years—most recently on the designs of G.I. Joe and Starting Lineup figures—to take a closer look at the creation of the new Tomb of the Unknown Soldier Honor Guard figure. So pay close attention, kids—here's how it's done!**

STEP ONE: PRODUCT CONCEPTION

Before you make a figure, you need a concept.

This critical initial step toward the production of a G.I. Joe figure is based on two criteria. First, the subject needs to convey true heroism. Second, the subject needs to have a meaningful and interesting history.

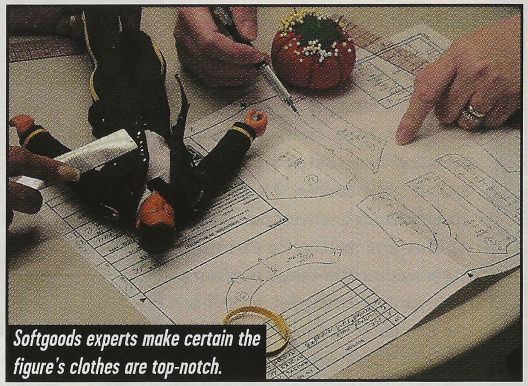
A great deal of research is done before choosing a figure to design. Hasbro designers take the development of Joe product very seriously, even to the point of staffing the team with designers who are also military historians and research experts.

STEP TWO: PRODUCT COSTING

Nothing comes without a price.

Designers take initial research photographs of the subject that are used as a main source of reference. For the Honor Guard figure, a photographer was sent on site—to the Tomb of the Unknown Soldier—to take pictures of soldiers on guard at the actual monument.

Hasbro has allied itself with many governmental agencies that are helpful in the task of figure design. These agencies are often willing to supply valuable information from their archives. This photographic research provides designers a perfect reference for items like softgoods (belts, pants, shirts), plastic detail parts (medals, buckles) and of course, weapons and accessories.


Softgoods experts make certain the figure's clothes are top-notch.

These photos provide visual reference and help to determine piece count and Hasbro's cost of producing these items.

STEP THREE: DETAIL RESEARCH AND SAMPLE ACQUISITION

In order to illustrate this step, we'll use the Honor Guard figure as an example. To ensure that the figure's detailing was exact, team design representatives visited local recruiters to discuss the Honor Guard.

Details like the razor-sharp presses in their coats and slacks were carefully translated into the 12-inch action figure. Paramount to the designers was that every detail translated in execution down to the smallest detail. The Joe team even purchased a set of Honor Guard medals to use as reference, ensuring exact detail and proper sizing for the figure's accessories.

In addition, Hasbro utilizes a talented group of designers in Rhode Island who are softgoods experts. They know just what material to use on a figure in order capture the correct texture in scale and how to make that type of fabric lay just right on a figure through creative pattern design.

STEP 4: PATTERN DRAWING AND SCULPT INPUT CREATION

At this point in the development process, designers create a series of detailed drawings done in actual scale. The drawings, based on photos and samples, communicate to pattern makers and sculptors exactly what the respective pieces look like. Patterns and sculpts for each of the respective parts are created using this information.

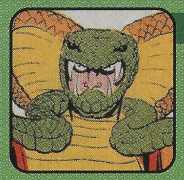
STEP 5: INDIVIDUAL PART-MAKING

There are three ways in which Hasbro's team creates the parts that serve as 3-D models for production molds: pattern-making, sculpting, and with the use of surf-cam (Surface Computer Assisted Machining).

Sculpting involves the creation of parts from actual wax; parts are hand-sculpted and slightly over-sized in scale, in order to account for

THE TOP 10 G.I. JOES TOYFARE WANTS AS 12-INCH FIGURES

REAL AMERICAN HEROES REVISITED



4. SERPENTOR

Created from the genetic material of history's greatest tyrants, this COBRA figurehead was only marginally more intelligent than Cobra Commander.

THE TOP 10 G.I. JOES TOYFARE WANTS AS 12-INCH FIGURES

REAL AMERICAN HEROES REVISITED

3. SGT. SLAUGHTER

Slaughter, in addition to being a former pro wrestler, was also the roughest, toughest Joe ever. Don't mess with the Sarge.

HISTORY IN THE TOY-MAKING

BY MARK BELLOMO

As any toy guru will tell you, G.I. Joe's the granddaddy of action figures. For those of you unfamiliar with this military hero's landmark journey through the years, here's a recap of Joe's greatest moments!

THE GOLDEN AGE OF G.I. JOE

1964—Hasbro introduces the 12-inch G.I. Joe toy—the first action figure. Boys embrace the G.I. Joe Action Soldier, and he becomes a certified hit.

FUN FACT: Rumor has it that the face of the first Joe was sculpted after the combined faces of seven Congressional Medal of Honor winners.

1965—G.I. Joe basks in success. Sales increase—as do the number of sets in the toy line. Action Soldiers of the World assortment is released.

1967—Hasbro introduces the first Talking G.I. Joe. Considered to be the best year of all for serious 12-inch Joe collectors, as many sets have short or limited runs.

G.I. Joe—granddaddy of the modern action figure

1969—Sales of the military Joes plummet, as consumer demand for military toys decreases. Hasbro retools its G.I. Joe line, tweaking the name to Adventures of G.I. Joe; Joe is recast as an adventurer.

FUN FACT: Larry Hama, writer of the '80s G.I. Joe comic, enters into military service.

1970—Hasbro retitles the line G.I. Joe Adventure Team. Palitoy (Hasbro's U.K. licensee) creates flocked hair and beards for the figures, while G.I. Joe's ties to the military are all but severed. Sales shoot through the roof.

1974—Kung Fu fever sweeps the country, and Hasbro (via Palitoy) devises the most infamous action figure feature in history: Kung-Fu Grip!

1975—Hasbro creates the first 12-inch G.I. Joe figure with a name—Mike Power: Atomic Man. Mike Power is adored by young boys—selling over 1,000,000 units—yet reviled by older collectors.

1976—The final year of original 12-inch figure production. The price of plastics skyrocket due to 1970s oil embargoes, and G.I. Joe sales suffer as a result. Hasbro cuts costs by creating a new G.I. Joe body that uses less plastic, but also reduces articulation. Figures come with eagle-eye vision: A lever on the back of the figure's head moves its eyes.

1977—G.I. Joe shrinks! This year sees the introduction of the 8-inch Super Joe, protector of Earth.

THE SILVER AGE OF G.I. JOE

1982—Hasbro releases a 3 3/4-inch line of G.I. Joe figures, dubbed A Real American Hero. For the first time, action figures come with biographies printed on package backs.

Marvel Comics debuts a G.I. Joe comic, which becomes an instant hit.

1983—A new feature is added to the figures: two-handed, swivel-arm battle grip. Sunbow Productions produces the five-part G.I.Joe animated television mini-series, titled "The M.A.S.S. Device."

1984—A new animated mini-series debuts, dubbed "The Revenge of Cobra." G.I. Joe's an official success.

1985—Sunbow's third mini-series—"The Pyramid of Darkness"—is released. G.I. Joe becomes a superb syndicated daily show, running for more than two years.

Figures receive a new ball-jointed neck that enables their heads to swivel. The 7-foot U.S.S. Flagg Aircraft Carrier is released.

FUN FACT: The arrestor cables on the Flagg fit exactly into the air brakes of the Skystriker, holding it on deck—and the combat jet was made a full two years earlier!

Cobra Commander, Destro and Zartan: villains of the '80's Joe cartoon.

1987—The Defiant Space Shuttle playset is produced, a landmark in the action-figure industry. "G.I. Joe: The Movie"—introducing such bizarre concepts as Cobra-La—is released direct-to-video to mixed reviews.

1988—The market floods with G.I. Joe product. The line becomes vast, including subsets like Tiger Force, Python Patrol and Slaughter's Marauders.

1990—The cartoon returns courtesy of DIC productions. A poorer-quality show than Sunbow's, it lasts for two seasons.

1991—As the 3 3/4-inch line declines, 12-inch collectors rejoice at the release of a Target-exclusive 12-inch Duke figure.

1992—A few select 3 3/4-inch Joes have a growth spurt: The 12-inch Hall Of Fame line is introduced.

1993— G.I. Joe collapses under its own weight: Battle Corps, Mega Marines, Ninja-Force, Star Brigade, Street Fighter II and 16 mail-in figures all see release.

1994— The final year of 3 3/4-inch production. G.I. Joe floats into outer space with Lunartix Empire alien figures. The Joe toy line and comic book are canceled.

FUN FACT: Total units of G.I. Joe figures sold now eclipse the original Star Wars figure line.

1995—The G.I. Joe Sgt. Savage line, slightly larger than 3 3/4-inches, is released. Also released and quickly forgotten is the ill-fated G.I. Joe Extreme line.

1996—Release of the G.I. Joe Masterpiece Edition by Chronicle Books. Hasbro buys the license and plans more releases under the aptly named Timeless Collection.

THE MODERN AGE OF G.I. JOE

1997—The 12-inch line is reborn as the beautiful Classic Collection, just as the 3 3/4-inch line is reintroduced exclusively to Toys R Us.

2000—As the 12-inch line reaches new heights of popularity, the 3 3/4-inch line is set to be re-released nationally. Yooo, Joe! ●

The G.I. Joe comics enjoyed a popular run during the mid-80's

Take the Desert by Storm!

G. I. Joe®, the first name in heroic military brings you one of the first combat vehicles of the Persian Gulf War. This authentically-styled **Chenowth G.I. Joe Desert Light Strike Vehicle,*** loaded with features including spring loaded AT-4 missile launchers, a 50 caliber machine gun, a M-60 machine gun and an exclusive driver in desert camouflage uniform, takes you right into the battle. Only G.I. Joe brings you this close to the real military experience. Now and forever, there's only one G.I. Joe.

*Vehicle is not self-propelled and comes with one figure.
Other figures available through the
G.I. Joe Collectors Club at 1.817.448.9863

For more information on other G.I. Joe products, or to find a retailer near you, please call 1-800-GO-GIJOE.
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